# IN THE MATTER OF THE APPLICATION REGARDING CONVERSION OF PREMERA BLUE CROSS AND ITS AFFILIATES

Washington State Insurance Commissioner's Docket # G02-45

#### PRE-FILED RESPONSIVE TESTIMONY OF:

E. Lewis Reid

April 15, 2004

CONFIDENTIAL and PROPRIETARY NOT FOR PUBLIC DISCLOSURE

#### E. LEWIS REID

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2 3 4	Q.	Are you the same E. Lewis Reid who previously filed reports and testimony in this proceeding?
5	A.	Yes. I filed an initial report dated November 10, 2003, and a supplemental report
6	dated	February 5, 2004. I also filed prefiled direct testimony on March 31, 2004.
7 8 9	Q.	Have you read the reports and testimony filed by other consultants and experts in this proceeding?
10	A.	I have read the reports and testimony that pertain to my area of testimony. In
11	partic	ular, I have read the reports of PricewaterhouseCoopers, Cantilo & Bennett and the
12	Blacks	stone Group referred to in my initial and supplemental reports. I have also read the
13	testim	ony filed by Intervenors and the OIC witnesses on March 31, 2004, and the
14	depos	itions of Mr. Lundy given November 17, 2003 and March 10, 2004.
15 16	Q.	Do you have a response to any of the matters set forth in those reports and direct testimony?
17 18	A.	Yes. I would like to respond to testimony on the following subjects:
19		• The role of health foundations in our communities,
20		• The value of the New PREMERA stock to the Charitable Foundations,
21		• The use of a section 501(c)(4) entity as the Washington Foundation,
22		The independence of the Washington Foundation,
23		The board of directors of the Washington Foundation, and

• The charitable purposes of the Washington Foundation.

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#### THE ROLE OF HEALTH FOUNDATIONS

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Q. Do you agree with Aaron Katz that the Washington Foundation would not provide a significant benefit to the residents of the state of Washington?

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A. Mr. Katz argues that the Charitable Foundations will not be large enough to bridge the health gap by subsidizing coverage for the uninsured. Indeed, the annual health budgets of Washington and Alaska are measured in billions, and the distributions of the Charitable Foundations probably will be measured in the tens of millions annually. But the argument raised by Mr. Katz glosses over the role of health foundations in improving the health of our communities in California and elsewhere. The work of health foundations is not to subsidize insurance for the uninsured or to make up

governmental health care budget shortfalls.

Our health care delivery system, combining governmental and private providers
and payors, can accomplish a great deal. However, there are factors important to our
health that are not addressed adequately by our current health care delivery system. In

pre-filed testimony, Mr. Katz as well as Mr. Dauner focus largely on mechanics of the delivery system, reimbursement rates and insurance costs -- not on other determinants of health. Behavior and environment are actually more important to our health than the

delivery system. Unhealthy behaviors, such as smoking, bad diet, alcohol and drug abuse, lack of exercise, and unsafe sex, harm our health and add huge amounts to our

health care costs. Environmental factors, as an example, are contributing to staggering

levels of asthma in some minority populations. Health foundations tackle these problems

24 in many ways that providers and payors, public and private do not.

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<sup>&</sup>lt;sup>1</sup> Supplemental Report of Aaron Katz at 6-9.

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1	I am sure Mr. Katz would not minimize the importance of health policy research,
2	such as that funded by The Kaiser Family Foundation, The Commonwealth Fund, The
3	Robert Wood Johnson Foundation, the California HealthCare Foundation, the
4	Washington Health Foundation and many others. As he acknowledged in his deposition, <sup>2</sup>
5	health foundations provide funding for health policy research in our universities
6	throughout the country. <sup>3</sup> Mr. Katz cites the Kaiser Family Foundation's work in his
7	report. If one searches the term "Kaiser Family Foundation" on the Internet, one will see
8	over 400,000 hits that demonstrate the breadth and depth of the impact of a foundation
9	having assets of about \$500 million. Kaiser's \$500 million is at the low end of the
10	amount expected to be transferred to the Washington and Alaska foundations in the
11	conversion of Premera.
12	Health foundations tend to try to find approaches that leverage their investments,
13	striving for health impacts out of proportion to the size of their expenditures. Funding
14	scholarships for minority nursing students, making low cost seed money loans, awarding
15	matching grants, conducting policy research, funding pilot projects for later government
16	replication, and the collecting and disseminating health status data are all examples of
17	tactics that can achieve long term leverage.
18	So while Mr. Katz is right that Washington's health budget is massive when
19	compared to the potential assets of the Washington Foundation, he trivializes the
20	potential of the Washington Foundation for the health of communities, by comparing its
21	charitable budget to speculation about how many more people might be uninsured if

<sup>2</sup> Copies of the referenced pages are attached hereto as Exhibit A. <sup>3</sup> Katz Deposition at 61-62 (April 8, 2004).

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1 Premera is permitted to convert. In my opinion, the benefits of the Washington

- 2 Foundation to the people of Washington will far outweigh Mr. Katz's hypothetical risks.
- 3 Q. Duane Dauner claims that the WellPoint conversion has caused declining
- 4 levels of health care service and coverage in California. Please comment on
- 5 **Mr. Dauner's allegations.**

- 7 A. Mr. Dauner, a Sacramento hospital advocate, blames many of California's health
- 8 care problems on the Blue Cross of California conversion. <sup>4</sup> These assertions are not
- 9 substantiated in his testimony. In fact, problems in the delivery of health care in
- 10 California are long-standing and predate the California Blue Cross conversion by many
- 11 years. With no substantial evidence, Mr. Dauner implies that the Blue Cross of
- 12 California conversion <u>caused</u> these problems. But he does not mention rising health care
- 13 costs, the fiscal crisis in Sacramento, cultural barriers to enrollment in public programs,
- inadequate reimbursement rates in public programs, problems in retaining clients enrolled
- in public programs or myriad other contributors to the current state of health care in
- 16 California.
- Mr. Leo Greenawalt gave an example of one of the more serious systemic
- 18 problems when he admitted that Washington hospitals must depend upon private insurers
- 19 for a cross subsidy to fund the shortfall in Medicare and Medicaid reimbursements.<sup>5</sup> The
- 20 ills of a state's health care system cannot honestly be laid at the door of a single carrier's
- 21 conversion, whether it is Blue Cross in California or Premera in Washington and Alaska.
- A conversion can, however, create an opportunity for foundations to be new long term
- 23 significant participants in the effort to improve health.

<sup>&</sup>lt;sup>4</sup> Direct Testimony of Duane Dauner ("Dauner Direct") passim.

<sup>&</sup>lt;sup>5</sup> "In 2002, Washington hospitals were paid only 94 percent of their costs from Medicare and 92 percent of their costs from Medicaid. Hospitals depend on private payors to make up this deficit." Direct Testimony of Leo Greenawalt at 3.

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1 2 3 4	Q.	Referring to the foundations created in the conversion of Blue Cross of California, Mr. Dauner asserts that "While these two foundations do "good' on many fronts, the provision of coverage to more people at affordable prices has suffered." Do you agree?
5 6	A.	Absolutely not. Mr. Dauner is apparently unaware of the considerable efforts of
7	Califo	ornia's health foundations to improve access to health care. For one example, while
8	the st	ate of California was cutting its expenditures for outreach to enroll eligible
9	Califo	ornians in its federal Children's Health Insurance Program ("CHIP") and Medicaid
10	progra	ams, the California HealthCare Foundation ("CHCF") spent its money on an
11	innov	ative program that is paying big dividends both in building enrollment and in
12	reduc	ing the cost of enrollment in those programs. CHCF commissioned the design of a
13	softw	are product, "Health-e-App," that contains eligibility criteria for CHIP and
14	Medi	caid programs. An enrollment worker for a community based organization,
15	comn	nunity clinic or a county public health department can now interview potential
16	client	s in the field, collect their enrollment data on the spot and enroll the applicant's
17	famil	y electronically over the Internet. The State of California adopted CHCF's
18	inven	tion, and 30% of enrollments in these state programs are now electronic. Under the
19	old sy	ystem, the applicant had to go from office to office (often facing language barriers)
20	to det	termine eligibility, and to apply separately to qualify family members for each
21	progr	am. The technology has now been licensed for use in other states, and two other
22	states	are now using it for enrollment in their CHIP and Medicaid programs. "One-e-
23	App,'	'a local version for simultaneous eligibility determination and enrollment across a

range of health care programs, is in pilot testing in several counties in California.

<sup>6</sup> Dauner Direct at 4.

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2 3	Q.	Calvin M. Pierson also asserts that the WellPoint conversion has caused "problems" in California. Please comment.
4 5	A.	Mr. Pierson, President of the Maryland Hospital Association, who does not appear
6	to ha	ve first hand experience in the California health care field, cites for-profit health
7	carrie	ers in general, and WellPoint in particular, as the source of dissatisfaction with
8	Califo	ornia health care. In my personal experience, many in California are dissatisfied
9	with	the service provided by nonprofit and for-profit health carriers alike. Moreover, Mr.
10	Pierso	on makes no reference to the substantial benefits created by roughly \$6.0 billion of
11	chari	table foundations that exist in California as a result of health care conversions.
12		The "risks" identified by Mr. Pierson's are merely hypothetical, but the benefits
13	of the	e Washington Foundation to the people of Washington an endowment of more
14	than S	\$500 million for health improvement are calculable and certain.
15		TRANSFER OF VALUE
16 17 18 19	Q.	Shawn Cantrell <sup>7</sup> and other witnesses <sup>8</sup> suggest that the value of Premera's assets will not be transferred to the Health Foundations because of the restrictions in the Voting Trust and other agreements. Do you agree?
20 21	A.	No. The argument rests in part on the faulty assumption that the enterprise,
22	thoug	h a Blue Cross Blue Shield Association ("BCBSA") licensee, has a value
23	indep	endent of the license terms, and that the license restrictions reduce the value
24	transf	Ferred. The assertion that the license restrictions reduce the value of the business is

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inconsistent with concerns about how much the value of the business would decline if the

 $<sup>^{7}\,</sup>$  Pre-filed Testimony of Shawn Cantrell ("Cantrell Direct") at 5.

<sup>&</sup>lt;sup>8</sup> For example, Patrick Cantilo asserts that the restrictions contained in various agreements among and between PREMERA, the Foundation Shareholder and the Charitable Organizations "may prevent the Foundation Shareholder, or the proposed Charitable Organizations, from receiving Premera's fair market value." Final Report of Cantilo & Bennett at 23 (Oct. 27, 2003).

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2 retain that brand, Premera must agree to the licensor's restrictions. According to the 3 Blackstone Group, "Once Premera is public, the loss of the BCBSA mark may significantly impair Premera's valuation in the market place." Blackstone also has 4 5 confirmed that the OIC and its legal counsel have advised that "an IPO conducted in a 6 reasonable and customary manner could deliver fair market value to the Washington Foundation."10 7 8 As I stated in my supplemental report, the provisions of the Voting Trust and 9 Divestiture Agreement and the Registration Rights Agreement include limitations on 10 voting rights and divestiture requirements. The timing of sales of New PREMERA stock 11 will be affected by the agreements' divestiture timetable and by piggy-back and demand 12 registration rights. The argument that these restrictions may prevent the Health 13 Foundations from receiving New PREMERA's value overlooks the fact that the 14 restrictions may, in fact, increase the value of the New PREMERA stock and the 15 resulting sales proceeds. By providing more certainty about the divestitures and 16 preventing the Health Foundations from sitting on their holdings indefinitely, the 17 restrictions may protect the stability and the health of the market in the New PREMERA 18 stock. Operating under similar restrictions, the value of WellPoint stock in the hands of 19 California HealthCare Foundation increased steadily over five years until the final 20 divestiture sales were at a price roughly triple the price at the time of the conversion. 21 In any event, the discussion of fair market value is a distraction. Premera has no

BCBSA license were lost. Blue Cross is one of the premier brands in the industry and to

<sup>9</sup> The Blackstone Group, Update Report on Valuation and Fairness of the Proposed Conversion ("Blackstone Update") at 16. <sup>10</sup> Blackstone Update at 15.

obligation to convert to for-profit status, and it acknowledges no obligation to commit its

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- 1 assets to charity. Nevertheless, Premera proposes to transfer 100% of the initial stock of
- 2 New Premera to the Health Foundations on the day the Conversion Transaction closes.
- 3 The BCBSA license restrictions are inherent in the business, inherent in operating as a
- 4 licensee and linked to the commercial benefit of the right to use the name and mark.
- 5 Even if there were a charitable trust imposed on its assets (and there is not), Premera
- 6 would not have an obligation to transfer any more than the entire enterprise to charity.
- 7 Thus, in my opinion, the value of the enterprise will be transferred under the proposed
- 8 conversion.
- 9 Q. Diane Sosne and Mr. Cantrell also suggest that the restrictions in the Voting Trust will unduly limit the independence of the Washington Foundation. Do you agree?

- 13 A. No. The Health Foundations are not typical long term institutional investors.
- 14 They will be stakeholders in Premera during its transition from nonprofit status (where it
- has no shareholders) to a widely held company (where it will have no controlling
- shareholders.) They will be divesting the shares both under the transactional agreements
- and because of the need to diversify assets and raise funds for charitable activities.
- Both the Internal Revenue Service and the BCBSA recognize the need to limit the
- 19 influence of the foundation over the converted company in this transition period. Were
- 20 the Health Foundations organized as section 501(c)(3) private foundations, they would
- 21 confront Internal Revenue Service rules that similarly discourage foundation control of
- 22 converted companies. The normal Internal Revenue Service rule that a private
- 23 foundation must reduce its holdings in a business to less than 20% in five years, is
- 24 relaxed to 35% if someone other than the foundation (together with its disqualified

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1	persons) has effective control of the corporation. <sup>11</sup> The California Wellness Foundation				
2	is a \$1.0 billion health foundation created in the conversion that established for-profit				
3	HealthNet in California. Because of the IRS rule – although the company was not a				
4	BCBSA licensee – 80 per cent of the stock received by the Wellness Foundation in the				
5	conversion was <u>nonvoting</u> . Only 20 per cent of the stock had voting rights. Under the				
6	terms of the Voting Trust, and with the veto power given to the Washington Foundation				
7	by ownership of a second class of stock, the Washington Foundation will have greater				
8	influence over the affairs of New PREMERA than if it received nonvoting stock to				
9	comply with the Internal Revenue Service private foundations rules.				
10	TAX STRUCTURE				
11 12 13	Q. Mr. Cantrell <sup>12</sup> and others <sup>13</sup> have both urged that the Health Foundations should be organized to be tax exempt as section $501(c)(3)$ private foundations, rather than section $501(c)(4)$ entities. Do you agree?				
14 15	A No As I mentioned in my symplemental general if they are toy evenut under				
	A. No. As I mentioned in my supplemental report, if they are tax exempt under				
16	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section				
16 17					
	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section				
17	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section 501(c)(3) private foundation. These include:				
17 18	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section 501(c)(3) private foundation. These include:  • No tax on the sale of New Premera stock (as opposed to the section 501(c)(3)				
17 18 19	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section 501(c)(3) private foundation. These include:  • No tax on the sale of New Premera stock (as opposed to the section 501(c)(3) private foundation's excise tax of up to 2% which could amount to \$10				
17 18 19 20	section 501(c)(4), the Health Foundations will enjoy benefits not shared by a section 501(c)(3) private foundation. These include:  • No tax on the sale of New Premera stock (as opposed to the section 501(c)(3) private foundation's excise tax of up to 2% which could amount to \$10 million to \$15 million depending upon the proceeds of the sale of the stock); 14				

11 Internal Revenue Code section 4943(c).
12 Cantrell Direct at 6.
13 See, e.g., Prefiled Testimony of Dennis G. McMillian ("McMillian Direct") at 3.
14 Internal Revenue Code section 4940.

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1	rage 10	No prohibition on certain agreements with New Premera that provide more	
2		flexibility in the sale of New Premera stock (as opposed to the section	
3		501(c)(3) private foundation's restrictions that could interfere with the	
4		performance of the Registration Rights Agreement). 16	
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5	II	n short, using a section 501(c)(3) private foundation would divert millions from	
6	charitable uses to federal tax, and would hamper flexibility in the sale of the New		
7	PREMERA stock, potentially reducing the ultimate sale proceeds to the Washington		
8	Foundation.		
9	Q. A	are you familiar with the reports of Joseph Lundy?	
10 11	A. Y	es, I have reviewed Mr. Lundy's original report (October 27, 2003), his	
12	suppleme	ental report (February 27, 2004), and his more recent report (March 29, 2004). 1	
13	have also	o reviewed his depositions taken on November 17, 2003 and March 10, 2004. 17	
14 15 16	-	On the conclusions reached by Mr. Lundy differ substantially from your wn?	
17	A. N	To. In fact, Mr. Lundy has specifically endorsed the conclusions set forth in my	
18	reports.	Attached as Exhibit A are excerpts from Mr. Lundy's depositions taken on	
19	Novembe	er 17, 2003, and March 10, 2004, in which he testifies as follows:	
20	•	He agrees that the Premera proposal accomplishes the goal that has been	
21		sought by state attorneys general in some other conversion cases—namely, to	
22		set aside the value of conversion proceeds for charitable use. 18	

Internal Revenue Code section 4943.
 Internal Revenue Code section 4941.
 Joseph Lundy, a PwC consultant, has submitted pre-filed testimony in this matter and incorporated therein three reports: Exhibit "S-12" (pp. E-1 to E-49), Exhibit "S-13" (pp. E-1 to E-53), and Exhibit "S-15" (pp. E-54 to E-61).

18 Lundy Deposition at 86-87 (Nov. 17, 2003).

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- He agrees with my statement that "[t]he Conversion Transaction serves the public interest by permitting Premera to continue as a vital company with access to the capital markets, while unlocking the charitable potential in its assets by adding two new large sources of philanthropic health funding in the states of Washington and Alaska."19
- He agrees that "[t]he structure of the Proposed Transaction will maximize the potential economic benefit to charities by minimizing the taxes incurred in the
- He agrees that "[a]t the present time, the entire value of Premera is held in its taxable nonprofit corporate structure."21
- He agrees that "[g]iven the practice of charities to pursue programs that leverage their assets for greater social impact, [the foundations'] influence could well be much greater than the size of their endowments."<sup>22</sup>
- He agrees that the proposed conversion transaction is designed to deliver the maximum value for charity. 23
- He has no reason to disagree with my statement that the restrictions under which shares were distributed to foundations in California did not cause any problems to those foundations. His general understanding is that the California experience was positive and resulted in public benefits.<sup>24</sup>

<sup>&</sup>lt;sup>19</sup> *Id.* at 122.

<sup>&</sup>lt;sup>20</sup> *Id.* at 123.

<sup>&</sup>lt;sup>21</sup> *Id.* at 123, 125-6.

<sup>&</sup>lt;sup>22</sup> *Id.* at 126.

<sup>&</sup>lt;sup>23</sup> *Id.* at 127-128.

<sup>&</sup>lt;sup>24</sup> *Id.* at 132.

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1	In summary, he generally agrees with my original report, and has "no significant	
2	disagreements with it."25 With respect to my supplemental report, he does not disagree	
3	with my discussion of tax issues raised by Premera's amended conversion proposal. <sup>26</sup>	
4	More generally, Mr. Lundy does not disagree with any conclusion or assertion in my	
5	supplemental report. <sup>27</sup> My pre-filed direct testimony reflects the same conclusions as my	
6	supplemental report.	
7	Q. What is your view of Mr. Lundy's most recent report (Exhibit "S-15")?	
8 9	A. Mr. Lundy examines the proposed Unallocated Shares Escrow Agent Agreement	
10	from a tax standpoint and concludes that the escrow agent's receipt of income is unlikely	
11	to create tax liability. If the USEA Agreement is necessary (i.e., if the states do not agree	
12	upon an allocation of conversion proceeds before the conversion becomes effective), Mr.	
13	Lundy proposes that Washington and Alaska agree upon a method of reporting income	
14	arising from the escrowed shares, for tax purposes only and without prejudice to their	
15	positions regarding final allocations. I agree that his proposal makes sense. The most	
16	straightforward way to solve this problem, however, would be for the states to agree on	
17	an allocation so that the USEA Agreement would be unnecessary.	
18	FOUNDATION INDEPENDENCE	
19 20 21 22	Q. Ms. Sosne, <sup>28</sup> Mr. Cantrell <sup>29</sup> and others question whether the Health Foundations will be sufficiently independent of the influence of New PREMERA. Do you believe the Health Foundations will be independent if they are created under the current proposal?	

<sup>&</sup>lt;sup>25</sup> *Id. at* 135.
<sup>26</sup> Lundy Deposition at 77-78 (Mar. 10, 2003).
<sup>27</sup> *Id.* at 84.
<sup>28</sup> Pre-filed Testimony of Diane Sosne, R.N. at 4.
<sup>29</sup> Cantrell Direct at 5-6. Mr. Cantrell may not have seen the Amended Form A since several of his

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- 1 A. Yes. Amended Form A made significant changes from the provisions of the
- 2 original Form A filing. For example, New PREMERA's right of observation of the
- 3 Washington Foundation's board deliberations was eliminated. Also, the right to select a
- 4 pre-closing board of directors, and the post closing board of directors was vested in the
- 5 Attorney General. With those changes, the Washington Foundation will have more
- 6 independence from the converted company than in any other conversion with which I
- 7 have been personally involved.
- 8 Q. Several witnesses from Alaska have also raised the issue of independence of the Health Foundations. Can you address their concerns?
- 11 A. I have addressed the issues raised by these Alaska witnesses in my testimony and
- 12 reports filed in the Alaska proceeding.

#### 13 CHARITABLE PURPOSES

Q. Mr. McMillian also contends that restrictions on the use of foundation funds, limiting their expenditure solely to grants to section 501(c)(3) entities should be conformed to the broader purposes of the Washington Foundation contained in the articles of incorporation. What is you opinion on this issue?

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- 20 A. I discussed this issue in some detail in my supplemental report.<sup>31</sup> In connection
- 21 with the closing of the Conversion Transaction, the Washington Foundation will execute
- the Transfer, Grant and Loan Agreement. A proviso in the agreement says its assets may
- be used "solely" to make "grants" to section "501(c)(3)" entities. This restriction limits
- 24 the broader purposes in the Articles of Incorporation. Health foundations customarily do
- 25 not use their assets "solely" to make "grants." Nor do they make grants "solely" to
- section "501(c)(3)" entities. Broadening the language in the Transfer, Grant and Loan
- 27 Agreement to match the Articles of Incorporation would enable the Washington

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<sup>&</sup>lt;sup>30</sup> McMillian Direct at 4.

<sup>&</sup>lt;sup>31</sup> Reid Supplemental Report at 14-15.

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Foundation to conduct routine foundation affairs, and to realize the vision of the mission stated in its Articles of Incorporation.

The testimony of Kent Marquardt made a correction that would permit grants to organizations exempt under section 501(a) rather than only 501(c)(3). That correction would respond to one half of the language problem by permitting grants to organizations exempt under sections section 501(c)(3), 501(c)(4), section 501(c)(5) and section 501(c)(6) of the Internal Revenue Code. The word "solely" should also be removed to solve the other half of the problem, enabling the Washington Foundation to conduct its affairs and carry out non-grant programs.

#### FOUNDATION BOARD OF DIRECTORS

Q. Scott Benbow of the Consumers Union has submitted testimony that suggests the creation of a Planning Committee under the supervision of the Commissioner. <sup>32</sup> Please comment on Mr. Benbow's suggestion.

15 A. I do not know whether that would be permissible under the scope of the

Commissioner's duties under Washington law. Whether permissible or not, in my

opinion, Mr. Benbow's suggestion is impractical and unnecessary for the following

18 reasons:

 The purposes of the Articles of Incorporation and Bylaws are already broader than those of other health foundations with which I am familiar, and encompass essentially the same purposes Mr. Benbow suggests,

Much of the suggested work of gathering views of community stakeholders
has been underway for many months already,

<sup>32</sup> Pre-filed Testimony of Scott Benbow at 6-10.

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•	The proposed Planning Committee would duplicate the work that must be
	done by the "Third" post-closing board of directors,

- Jurisdictional confusion could be created. The Attorney General is given
  jurisdiction over selection of the board of directors. Mr. Benbow suggests that
  the Commissioner oversee the selection and operation of the Planning
  Committee. In California, some years ago, an important conversion ended up
  in litigation over conflicting jurisdictional assertions of the Attorney General
  and Department of Corporations, and
- The Attorney General should engage in a wide-ranging search in order to obtain a broadly representative board of directors, and a prior similar search by the Commissioner will only delay the realization of the charitable potential of the Washington Foundation. According to Benbow, the proposal would delay the implementation of the Washington Foundation for up to a year.<sup>33</sup>

Although I do not believe Mr. Benbow's proposed Planning Committee is practical, I do believe that the Attorney General should carry out the search for board members with deliberate outreach to all communities within the state, and with a general point of view consistent with that contained in Mr. Benbow's proposal.

### Q. Is the proposed process for selecting the board of directors of the Washington Foundation practical and fair?

A. The selection of both the "second" (pre-closing) and "third" (post closing) boards of directors of the Washington Foundation is vested in the Attorney General by the Amended Form A documents. The process can be practical and fair, depending upon how the Attorney General discharges that responsibility. I understand that Premera has

<sup>&</sup>lt;sup>33</sup> *Id.* at 9.

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- 1 already engaged community groups in workshops to provide input into the purposes of
- 2 the Washington Foundation. The Attorney General should follow the philosophy
- 3 underlying those workshops, continue to obtain community input and conduct a wide-
- 4 ranging search to assure the appointment of a broadly representative, <u>non-political</u>,
- 5 diverse board for the foundation.
- 6 The California model for board selection, administered by Blue Cross of
- 7 California itself, has drawn praise from the Consumers Union. It employed an ethnically
- 8 diverse consortium of search firms that identified an initial pool of over 1,000 potential
- 9 candidates. Names of potential candidates were solicited from individuals and groups
- throughout the state. The identities of the candidates were not known outside the search
- firms until the pool had been reduced to significantly less than 100 candidates. The
- 12 Commissioner of Corporations retained a veto over any nominee, but having seen the
- final pool of about 25 candidates, he accepted all of the candidates. The final choices fell
- 14 to those Blue Cross of California board members who were leaving that board to join the
- board of either of the two foundations created in the transaction. The boards were
- staggered with maximum eligibility of three terms of three years each.
  - Q. Does that conclude your testimony?
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19 A. Yes.

E. LEWIS REID Page 17 1 2 **VERIFICATION** 3 4 I, E. Lewis Reid, declare under penalty of perjury under the laws of the State of Washington that the foregoing answers are true and correct. 5 6 Dated this \_\_\_\_ day of April 2004, at \_\_\_\_\_, California. 7 8 9 E. LEWIS REID 10

PRE-FILED RESPONSIVE TESTIMONY OF:

## **EXHIBIT A**

## E. Lewis Reid

### **EXHIBIT A**

#### Deposition of Aaron Katz Premera Conversion

		Page 1
1	BEFORE THE INSURANCE COMMISSIONER	
2	OF THE STATE OF WASHINGTON	
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	) ·	
4	In the Matter of the Application )	
	Regarding the Conversion and ) CAUSE NO. G 02-45	
5	Acquisition of Control of Premera Blue )	
	Cross and its Affiliates.	
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8	DEPOSITION UPON ORAL EXAMINATION OF	
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10	AARON KATZ	
11		
12	April 8, 2004	
	Seattle, Washington	
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. 17	Malana Defere	
18	Taken Before:	
19	PAMELA J. KLESSIG, RPR, CCR No. 2948  Registered Professional Reporter	
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Page 61

- health philanthropy? 1 Well, the one that I can think of would be the Gates 2 Foundation. 3 Any other foundation? 4 0 None that come to mind. 5 The Robert Wood Johnson Foundation? 6 The Robert Wood Johnson Foundation is a very important 7 Α foundation in healthcare, but - and I don't recall when they started in the - I think it was in the 1970s, whether there 9 was a feeling that there was a burst. But I wouldn't call 10 their charitable giving, which is national - I mean I 11 wouldn't characterize it as a burst. 12 Is the only thing in the Reid report that you disagree with 13 Q Mr. Reid's statement about the foundation resulting in a 14 burst of health philanthropy? 15 No, I use that here to represent what I thought - the way 16 Α that that report was characterizing the creation of this 17
- foundation. It talks about I think it estimates or I 18 don't know if it estimates, but suggested that there might be 19 500 to 600 million dollars in this new foundation, as if 20 there would be 500, 600 million dollars flowing through the 21 healthcare system. It never talks about - I don't think the 22 report ever talked about the fact that the foundation might 23 well be giving out five percent of that, the equivalent of 24 five percent of that, which is a very different 25

characterization. Whether the foundation is giving out 30 1 million dollars or five to 600 million dollars, you know, 2 you're really talking about a very different kind of impact 3 on the healthcare system. So that's - so it's not just this statement, but I thought generally the way the report 5 characterized the impact was not consistent with my understanding of how - of the impact of the foundation grant making. And in your view, is a foundation that is valued at four or 9 five or six or 700 million dollars and paying out five 10 percent of its endowment each year, making an important 11 contribution to healthcare in the states of Washington and 12 13 Alaska? Well, I mean, I guess I would say first that that's not 14 Α really what I'm addressing here. That is, the question is 15 whether the benefits of the foundation somehow balance out 16 the potential negative impacts that we identified in the HPAP 17 report. Of course it's the case that if, you know, somebody 18 starts putting in 30 million dollars, I mean I'd be a fool, 19 being a university research-based, research-funded faculty to 20 say well, no, that would be a terrible thing. Of course it 21 wouldn't be a terrible thing. You can do some good things 22 with 30 million dollars or 40 million dollars a year. 23 question is whether the benefits somehow balance or outweigh 24 those potential negative effects. And that was the reason 25

Analysis Program for the Department of Health Services at the School of Public Health and Community Medicine (University of Washington).

Intervenors. The issues and subjects on which I will provide testimony are contained in the following sources, which are incorporated herein by reference: (1) the November 10, 2003 "Premera Conversion Study, Report 1" and "Premera Conversion Study, Report 2" that were prepared by the Health Policy Analysis Program at the School of Public Health and Community Medicine (University of Washington); (2) the March 3, 2004 Supplemental Report of Aaron Katz; and (3) my deposition testimony in this matter. Pursuant to the January 12, 2004 Order of the Special Master, I expect my testimony at the hearing to include the presentation and explanation of the information and opinions contained in these listed sources.

I certify under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct.

AARON KATZ

1	CERTIFICATE
2	I, PAMELA J. KLESSIG, a duly authorized Court
3	Reporter and Notary Public in and for the State of
4	Washington, residing at Olympia, do hereby certify:
5	That the foregoing deposition of AARON KATZ,
6	was taken before me on April 8, 2004 and thereafter
7	transcribed by me by means of computer-aided transcription,
8	that the deposition is a full, true and complete transcript
9	of the testimony of said witness;
10	That the witness, before examination, was by me
11	duly sworn to testify the truth, the whole truth and nothing
12	but the truth, and that the witness RESERVED signature.
13	That I am not a relative, employee, attorney or
14	counsel of any party to this action or relative or employee
15	of any such attorney or counsel, and I am not financially
16	interested in the said action or the outcome thereof;
17	That upon completion of signature, if required, I
18	shall herewith securely seal the original deposition
19	transcript and serve the same upon MS. RAMONA M. EMERSON,
20	counsel for PREMERA and Premera Blue Cross.
21	IN WITNESS HEREOF, I have hereunto set my hand and
22	affixed my official seal this April 10, 2004.
2,3	<i>,</i>
24	
	PAMELA J. KLESSIG
25	CCR License No. 2948

1	BEFORE THE INSURANCE COMMISSIONER		
2	OF THE STATE OF WASHINGTON		
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4	In the Matter of the Application )		
5	regarding the Conversion and ) Acquisition of Control of Premera Blue ) Cross and its Affiliates. )		
6	) No. G 02-45		
.7			
8	DEPOSITION UPON ORAL EXAMINATION OF		
9	JOSEPH E. LUNDY		
10	November 17, 2003		
11	Seattle, Washington		
12	CODY		
13	COPY		
14	Taken Before:		
15	SUE E. GARCIA, CCR, RPR		
16	Certified Court Reporter of		
17	CAPITOL PACIFIC REPORTING, INC. 2401 Bristol Court S.W.		
18	Olympia, WA 98502 360.352.2054		
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In majority of the cases where there are examinations which result in revocation or tax adjustments, that is exactly what occurs. The facts and circumstances as were reported and proposed did not, in fact, turn out to be exactly in that fashion. Circumstances changed, and it was necessary to make adjustments. And in the adjustment process, from a tax perspective, some of the tax benefits may not continue to flow, and the IRS makes an appropriate determination.

- So what you're saying is the Service is not bound by initial determination of exempt status if the operations of the entity do not bear out what it was suggesting at the time of the application?
- A That's absolutely correct.
- Q If the on the other hand the entity acts in the fashion that was represented in the application, are you aware of any circumstances in which the Service has revoked that status?
- A Not retroactively certainly. Prospectively, I am aware of circumstances that it would, but not retroactively.
  - In the next paragraph down on page E-40, Mr. Lundy, you talk about the increasing stringencies of regulatory review of proposed conversions. And at the bottom of the page you say, "State attorneys general have filed lawsuits not only to set aside the full value of conversion proceeds for charitable use, but to maintain and protect the charitable assets from

- distribution to out-of-state charitable conversion
  foundations by health systems merging and acquiring other
  plans in other states." Do you see that?

  Yes.

  In our case here, the goal of such a claim by state attorn
  - In our case here, the goal of such a claim by state attorney general to set aside the full value of conversion proceeds for charitable use has already been accomplished by the Premera proposal, has it not?
  - A Appears to me to be, yes.
  - Q Okay. At the bottom of page E-41 you say, "Change of" -excuse me. "Choice of tax status is revocable, and a few
    healthcare conversion foundations have sought to change their
    tax status successfully after gaining experience in
    philanthropy." Do you see that?
- 15 A Yes.

- Q Can you give me an example or two where that has happened and tell me why it has happened?
- At least in one case that I report on page E-42, the Connecticut Health Foundation was originally established as a 501(c)(4) organization with certain (c)(3) restrictions in its bylaws. But it subsequently concluded to convert to a 501(c)(3) private foundation in July of 2002. And that was at the behest of the attorney general of the State of Connecticut. I do not know the reasons why the attorney general was moved to cause that to be the case.

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fact, accurate.

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attorney's-eyes-only information has been redacted and therefore is the public version of Mr. Reid's report and use that primarily so we don't have to worry about dealing with AEO information in the course of the questions to come.

You said, I think, this morning, Mr. Lundy, that you had read Mr. Reid's report, and obviously you've done that within the last week or so. I want to ask you a series of questions about Mr. Reid's report, if I might.

The first question concerns the first sentence in the executive summary on page 1. Mr. Reid says that, "The Conversion Transaction serves the public interest by permitting Premera to continue as a vital company with access to the capital markets, while unlocking the charitable potential in its assets by adding two new large sources of philanthropic health funding in the states of Washington and Alaska."

Do you agree with that statement, Mr. Lundy?

- On page 2 of the report, the last sentence of the --
- The reason I hesitated -- and I want to caveat that response,
  - yes, is that I believe that it is an accurate statement.
    - believe that there are other ways to achieve the same
  - objective, but that I believe that what is stated here is, in
  - Okay. On page 2, the top of the page, last sentence of the Q

- executive summary, I think Mr. Reid gets the prize for the shortest executive summary.
- A Yes.
- 4 Q He says, "The structure of the Proposed Transaction will
  5 maximize the potential economic benefit to charities by
  6 minimizing the taxes incurred in the process of realizing the
  7 value of the initial stock of New Premera issued to the
  8 Foundation Shareholder and transferring the proceeds to the
  9 Charitable Organizations." Do you agree with that?
- 10 A Yes.
  - The first sentence under heading 1 in Mr. Reid's report reads, "At the present time, the entire value of Premera is held in its taxable nonprofit corporate structure." Do you agree with that?
- 15 A Yes.
- 16 Q We can turn over now to --
  - One qualification I wanted to make with that response as well 'cause there are indications throughout this part of Mr. Reid's report, I believe that Premera is, in fact, treated for federal income tax purposes as a taxable entity. However, I believe that Premera continues to be an organization described in Section 501(c)(4) and that, in fact, Section 501(m), which is identified by Mr. Reid, merely serves to deprive Premera of the benefits of being described in 501(c)(4), but does not revoke its status as a 501(c)(4)

made expressly applicable to 501(c)(4) as well as to 501(c)(3) entities. The question that it generates is the extent to which Section 4948 of the Internal Revenue Code is it still applicable to an entity that was a 501(c)(4) entity when Section 501(m) was enacted.

I'm not sure I know the answer. I think I technically know the answer. I'm not sure that that's the intent. It was never fully discussed from a congressional perspective.

But the reason I don't know the answer to your question is that I have a suspicion or a recollection that Premera was created post the adoption of 501(m); and therefore, it would never have sought 501(c)(4) status. Having not been officially recognized as such, I don't believe that it is fair to say that it would have ever been reasonably categorized as a 501(c)(4) organization.

whereas, Premera Blue Cross went through a process and was recognized and did for many years file tax returns as a 501(c)(4) organization; and therefore, it is different from that perspective. Subtle, but it is there.

- Q Tax lawyers' practice consists of subtleties, I think, does it not?
- A Right.
- Q Just to make sure I understand where we came out in all of that, Mr. Lundy, the statement that says that, "The entire value of Premera is held in its taxable nonprofit corporate

structure," that is accurate to the best of your knowledge, 1 is it not? 2 That is correct. 3 Α Okay. If we can turn over to page 4, I want to focus your 4 0 attention on the first full paragraph there. The third 5 sentence in this paragraph says, "Given the practice of 6 charities to pursue programs that leverage their assets for 7 greater social impact, their influence could well be much 8 greater than the size of their endowments." Do you see that? 9 10 Yes. Do you agree with that? 11 12 Yes. Heading 2 of this section of Mr. Reid's report says that, 13 "Section 501(m) Of the Internal Revenue Code Has Been a 14 Significant Driver of Blue Cross/Blue Shield Conversions." 15 Is that correct to your knowledge? 16 17 Yes. Α Can you explain briefly how it has functioned as a driver in 18 Q this regard? 19 Once the benefit of federal tax exemptions under 501(a) was 20 repealed in the case of an entity that was deemed to be 21 substantially engaged in commercial-insurance-type 22 activities, the benefits to be obtained from compliance with 23

the general provisions of tax exemptions were no longer

sufficiently attractive to justify the effort and at times

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inconvenience of having to address those matters.

And therefore, since the entity was for federal tax purposes being treated as if it were for-profit, although the terminology is different for tax purposes, there was a judgment that it ought to be freed up, removed from the constraints of the nonprofit regime and permitted to go off in a for-profit direction, even though in some respects the focus of the benefits of the entity would no doubt shift from the policyholders, the individuals who are being served, to the shareholders.

I want to turn your attention now to page 5. Heading 3 of Mr. Reid's report says, "The Proposed Conversion Transaction Is Designed to Deliver the Greatest Dollars to the Charitable Organizations."

I believe you have already testified that you agree with that, right?

A Yes.

Mr. Reid explains that, "The use of a 501(c)(4) organization as the foundation shareholder will facilitate the transaction and the ultimate realization of the maximum value for charity. This will be provide more transactional flexibility than would be available if a 501(c)(3) organization received the New Premera stock."

Do you agree with that?

I do. I caveat both that response as well as the immediately

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prior response with the fact as I've already testified that, in fact, even a few more dollars would be available for the benefit of the citizens who will ultimately benefit from these organizations were there to be just (c)(4) organizations.

However, for the reasons that I've already given, I understand and still believe that the model using the two tiers still makes more sense. But maximizing purely from a dollars-and-cents perspective, the availability of the dollars would flow from using just 501(c)(4) organizations.

- But certainly relative to using 501(c)(3) there's no question.
- A No question.
- Q Beginning on page 6, there are a series of subheadings that Mr. Reid uses in his report, "No gain taxed on the conversion." "No gain taxed on the receipt or sale of stocks." "No 2% federal excise on sale of stocks." "No federal excise tax on 'excess business holdings.'" "No federal excise tax on performance of agreements related to stock ownership and sale." "No federal excise tax based upon 5% minimum distribution requirement for the foundation shareholder."

Do you agree with all of those statements as being accurate descriptions of the advantages of the proposal? Yes.

- agreements, relating to other transactions to make a 1 2 judgment. Okay. At the bottom of page 12, Mr. Reid refers to his own 3 Q experience, I gather, in California. I believe he said that 4 he's -- he was with the California endowment? 5 That's correct. 6 Α And he says that the experience there suggested that the 7 0 restrictions under which shares were distributed did not 8 cause problems to him -- to him or more importantly to the 9 foundation. Do you have any reason to differ with Mr. Reid 10 on that judgment? 11 12 Α I do not. In fact, is the California experience one of the most 13 positive in terms of conversions and resulted good benefit 14 15 for the public? That's my general understanding. 16 At the top of page 13, Mr. Reid says, "Restrictions in the 17 Q Transaction Agreements Will Not Necessarily Reduce the Value 18 19 of the Assets going to Charity." 20
  - Do you have any basis to agree or disagree with that?

    A I have no basis.

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On the top of page 14, here Mr. Reid appears to take issue with consultants other than yourself. He says that there's been "a suggestion that the IPO should be closed on the date the conversion transaction is given regulatory approval, or

Can you give us your best sense of when this draft was

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#### CERTIFICATE

I, SUE E. GARCIA, a duly authorized Court Reporter and Notary Public in and for the State of Washington, residing at Tacoma, do hereby certify:

That the foregoing deposition of JOSEPH E. LUNDY was taken before me on the 17th of November, 2003, and thereafter transcribed by me by means of computer-aided transcription, that the deposition is a full, true, and complete transcript of the testimony of said witness;

That the witness, before examination, was by me duly sworn to testify to the truth, the whole truth, and nothing but the truth, and that the witness RESERVED signature;

That I am not a relative, employee, attorney, or counsel of any party to this action or relative or employee of any such attorney or counsel, and I am not financially interested in the said action or the outcome thereof;

That upon completion of signature, if required, I shall herewith securely seal the original deposition transcript and serve the same upon ROBERT B. MITCHELL, counsel for PREMERA.

IN WITNESS HEREOF, I have hereunto set my hand and affixed my official seal this November 22, 2003.



SUE E. GARCIA WA Lic. No. 2781

1	BEFORE THE INSURANCE COMMISSIONER		
2	OF THE STATE OF WASHINGTON		
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4	In the Matter of the Application )		
5	regarding the Conversion and () Acquisition of Control of Premera Blue () Cross and its Affiliates. ()		
6	) No. G 02-45		
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8	DEPOSITION UPON ORAL EXAMINATION OF		
9	JOSEPH E. LUNDY		
10	March 10, 2004 Seattle, Washington		
11			
12			
13	COPY		
14	Taken Before:		
15	SUE E. GARCIA, CCR, RPR		
16	Certified Court Reporter of		
17	CAPITOL PACIFIC REPORTING, INC. 2401 Bristol Court S.W.		
18	Olympia, WA 98502 360.352.2054		
19	e-mail: <u>capitol@callatg.com</u> www.capitolpacificreporter.com		
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- A I do. But I have no opinions to express in that regard.
- Q Okay. With respect to the tax discussions in this report, in your review of the report, did you note any areas of disagreement with Mr. Reid?
- A No.

- In particular, do you agree that it would make sense to use the time that it would otherwise take to get some kind of a determination letter in advance of the transaction to instead just actually seek recognition of the status?
- Yes. I would qualify that and say that that determination, that decision, makes more sense to me than the alternative. However, would there -- were there a significant holdup, there may be a time when all of the parties, more so even Premera than anybody else, might regret not having had a presubmission conference to identify whether there were items that could be easily corrected prior to the submission.

On balance, with all of the attention that these documents have received, I tend to think that that is not likely. However, I submit that, like a lot of things, there can be no certainty that after the fact somebody might not conclude that were there -- were there to have been a presubmission conference, it might have resulted in a more ultimately speedy determination process.

Another potential benefit of the presubmission conference process is that it would likely ensure that the

#### CERTIFICATE

I, SUE E. GARCIA, a duly authorized Court Reporter and Notary Public in and for the State of Washington, residing at Tacoma, do hereby certify:

That the foregoing deposition of JOSEPH E. LUNDY was taken before me on the 10th of March, 2004, and thereafter transcribed by me by means of computer-aided transcription, that the deposition is a full, true, and complete transcript of the testimony of said witness;

That the witness, before examination, was by me duly sworn to testify to the truth, the whole truth, and nothing but the truth, and that the witness RESERVED signature;

That I am not a relative, employee, attorney, or counsel of any party to this action or relative or employee of any such attorney or counsel, and I am not financially interested in the said action or the outcome thereof;

That upon completion of signature, if required, I shall herewith securely seal the original deposition transcript and serve the same upon DAVID H. BINNEY, counsel for PREMERA.

IN WITNESS HEREOF, I have hereunto set my hand and affixed my official seal this March 16, 2004.



SUE E. GARCIA WA Lic. No. 2781